

AMENDMENT TO THE CLAIMS

The following is a listing of the claims and their status. Please cancel claims 1-49, and add the following new claims:

50. (New) An electronic advertising system for providing advertising to a consumer at a location proximate to a display of consumer goods, comprising:

an advertising player disposed proximate to a display of consumer goods, said advertising player containing a processor, memory storage means coupled to said processor, a communication device coupled to said processor for receiving and transmitting digital video and audio advertising media and data, a sensing device coupled to said processor of said advertising player for sensing the presence of a consumer proximate to said advertising player, and a video encoder and display and an audio encoder and speaker coupled to said processor for reproducing and playing video and audio advertisements from the digital video and audio media and data;

said processor programmed to store received digital video and audio advertising media and data in said memory storage means and, upon detection by said sensing device, of the presence of a consumer proximate to the display of consumer goods, to retrieve an advertisement stored in said memory means containing information related to the consumer goods proximate to said advertising player, and to play the retrieved advertisement via said video display and audio speaker; and

said processor programmed to store in said memory means the number of times an advertisement was played in a given period of time, and to transmit, via said communication device, statistical data relative to advertisements played by said advertising player to external devices.

51. (New) The electronic advertising system as defined in claim 50, wherein

said sensing device comprises a sensing device selected from the group consisting of a motion detector, an ultrasonic sensor, an optical sensor device, a magnetic flux change sensor, and a radio frequency identification tag reader.

52. (New) The electronic advertising system as defined in claim 50, wherein
said video display comprises a touch screen control panel for interactively providing
information to the consumer.

53. (New) The electronic advertising system as defined in claim 50, further comprising:
a chemical dispersing device operatively connected with said advertising player and
coupled to said processor for releasing an odor producing chemical capable of being perceived by
the olfactory sense of a consumer upon detection by said sensing device of the presence of the
consumer proximate to the display of consumer goods.

54. (New) The electronic advertising system as defined in claim 50, further comprising:
a server disposed remote from said advertising player, said server connected with a
controller processor, a communication device coupled to said controller processor and in
communication with said communication device of at least one said advertising player for
transmitting and receiving digital video and audio advertising media and data therebetween;
said server having memory storage means connected with said controller processor;
said memory storage means containing a database of advertisers, a database of locations of
each said advertising player, a repository database of digital video and audio advertising media
and data stored in said memory of each said advertising player, and a database of advertising
records; and
said server operative to download digital video and audio advertising media and data to
each said advertising player, to query each said advertising player to determine statistics relative to
advertisements played thereby, to alter the sequence of playing advertisements stored in said
memory of each said advertising player, to delete selected advertisements from said memory of
each said advertising player, to transmit new digital video and audio advertising media and data to
be stored in said memory of each said advertising player, and to track the status of each said
advertising player.

55. (New) The electronic advertising system as defined in claim 54, further comprising:
a work station coupled to said server for generating advertising media in digital video and audio formats and storing said generated advertising media in said server memory storage means

56. (New) The electronic advertising system as defined in claim 54, wherein
said communication device of said advertising player and said communication device of said server comprise a communication device selected from the group consisting of a wireless communication device, a radio frequency transceiver, a network interface, a digital subscriber line, a satellite transceiver, and a communication cable.

57. (New) An electronic advertising method for providing advertising to a consumer at a location proximate to a display of consumer goods, comprising:

placing an electronic advertising player proximate to a display of consumer goods, the advertising player containing processor, a sensing device coupled to said processor for detecting the presence of a consumer proximate to said advertising player, memory storage means coupled to said processor containing digital video and audio advertising media and data, a video encoder and display and an audio encoder and speaker coupled to said processor for reproducing and playing video and audio advertisements from the digital video and audio media and data, and a communication device coupled to said advertising player processor and in communication with a remote server, for receiving and transmitting digital video and audio advertising media and data;

upon detection by said sensing device, of the presence of a consumer proximate to the display of consumer goods, retrieving an advertisement stored in said memory means containing information related to the consumer goods proximate to said advertising player and playing the retrieved advertisement via said video display and audio speaker; and

transmitting, via said communication device, statistical data relative to advertisements played by said advertising player to the remote server.

58. (New) The electronic advertising method according to claim 57, comprising the further steps of:

providing said electronic advertising player with a chemical dispersing device containing an odor producing chemical; and

upon detection by said sensing device, of the presence of the consumer proximate to the display of consumer goods, dispersing the odor producing chemical so as to be perceived by the olfactory sense of the consumer.

59. (New) The electronic advertising method according to claim 57, comprising the further steps of:

operating said remote server to download digital video and audio advertising media and data to said advertising player, to query said advertising player to determine statistics relative to advertisements played thereby, to alter the sequence of playing advertisements stored in said memory of said advertising player, to delete selected advertisements from said memory of said advertising player, to transmit new digital video and audio advertising media and data to be stored in said memory of said advertising player, and to track the status of said advertising player.

60. (New) The electronic advertising method according to claim 59, comprising the further steps of:

maintaining, on said remote server, a database of advertisers, a database of locations of a plurality of said advertising players, a repository database of digital video and audio advertising media and data stored in said memory of each of said advertising players, and a database of advertising records.

61. (New) The electronic advertising method according to claim 59, comprising the further steps of:

coupling a work station to said remote server, generating, via said work station, advertising media in digital video and audio formats, and storing said generated advertising media on said remote server.